

## CALIFORNIA APPRENTICESHIP COUNCIL

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## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

### MINUTES

Wednesday – January 23, 2013 10:00 A.M.

#### I. Call To Order/ Roll Call

Chairman Paul Von Berg called the meeting to order at 10:32 A.M.

Members present: Paul Von Berg, Richard Harris, Yvonne de la Pena, Pat McGinn, Scott Gordon, and Chief Diane Ravnik

Members absent: Les DenHerder and Anne Quick

A quorum was met.

#### II. Review and approval of October 24, 2012 Minutes

- A motion and a second were made to approve the October 24, 2012 minutes. All were in favor. The motion carried.

#### III. Updates

##### Newsletter

- Chief Ravnik reported that the theme for the newsletter was on non-construction. The cover was donated by the California Fire Fighters. She thanked the Working Group for their contributions for the newsletter. The theme for the next newsletter will be focused on education. She asked the attendees to contact Renee Bacchini at [RBacchini@dir.ca.gov](mailto:RBacchini@dir.ca.gov) for future articles.

#### IV. Strategies, Goals and Better Ways to Market Apprenticeship

- White Paper on Apprenticeship  
Chief Ravnik introduced Peter Cooper, Employment Training Panel (ETP) to discuss the white paper. Mr. Cooper gave an overview and purpose of the paper what is hoped to achieve from it. He stated that some state agencies that have some relationship to apprenticeship and are interested in moving apprenticeship forward with regards to the economy. The white paper is an effort to collect ideas and status about apprenticeship in California and ideas for supporting the current apprenticeship model. Mr. Cooper found that creating the white paper is a way of educating policy makers, legislature and new staff at these agencies. He expressed that when the draft was presented before the California Workforce Investment Board (CWIB), the chair of board, Michael Rossi asked if there are any return on investments to the employers. Mr. Cooper is in the process of finding funding for a study that would look at employment perspective on apprenticeship. Mr. Cooper stated that the white paper will be on the CWIB

website within 2-3 days or you could e-mail him for a copy at [peter.cooper@etp.ca.gov](mailto:peter.cooper@etp.ca.gov) . He also stated that since apprenticeship is new to ETP it will attempt to link apprenticeship with their existing model for training incumbent workers.

The Employment Training Panel is also in the process of educating the local WIBs directors about the values of registered apprenticeship and that their funding should be directed at pre-apprenticeship that is directed by them to DAS registered apprenticeship programs. Mr. Cooper commented that he is conscious of the role the State has in setting the tone and policy for how training dollars should be invested.

V. Other Items of Interest

Chairperson Paul Von Berg stated that he had volunteered to help the CCA/CAC Standing Committee in publicizing and promoting the 2014 California Conference on Apprenticeship (CCA) and that this committee will also take part with some involvement with them in the future.

VI. Adjournment

- A motion and a second were made to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 10:55 A.M.